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Presource Conference 2014



89%

of Germans regard the energy transition as **important** or **very important**

# Energy Transition?



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Energy Transition?

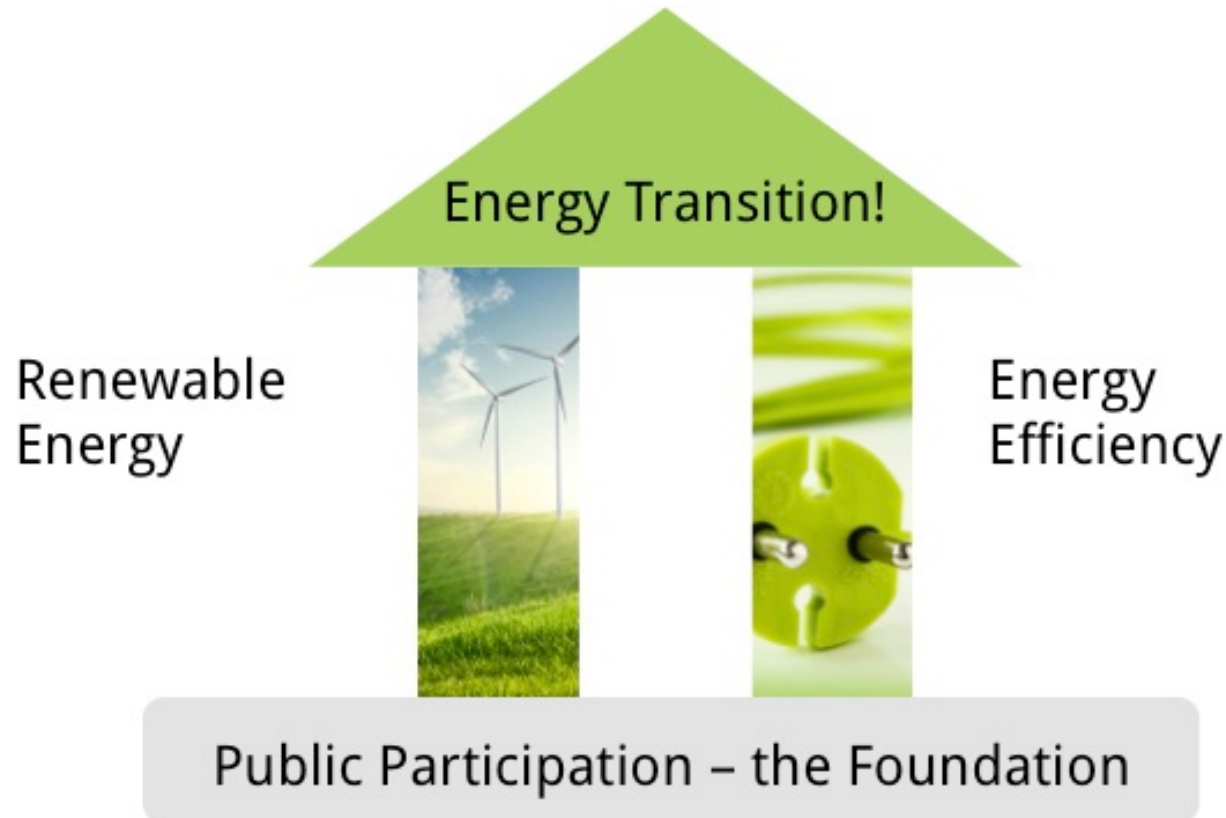


Renewable  
Energy

# Energy Transition: More than a renewable energy



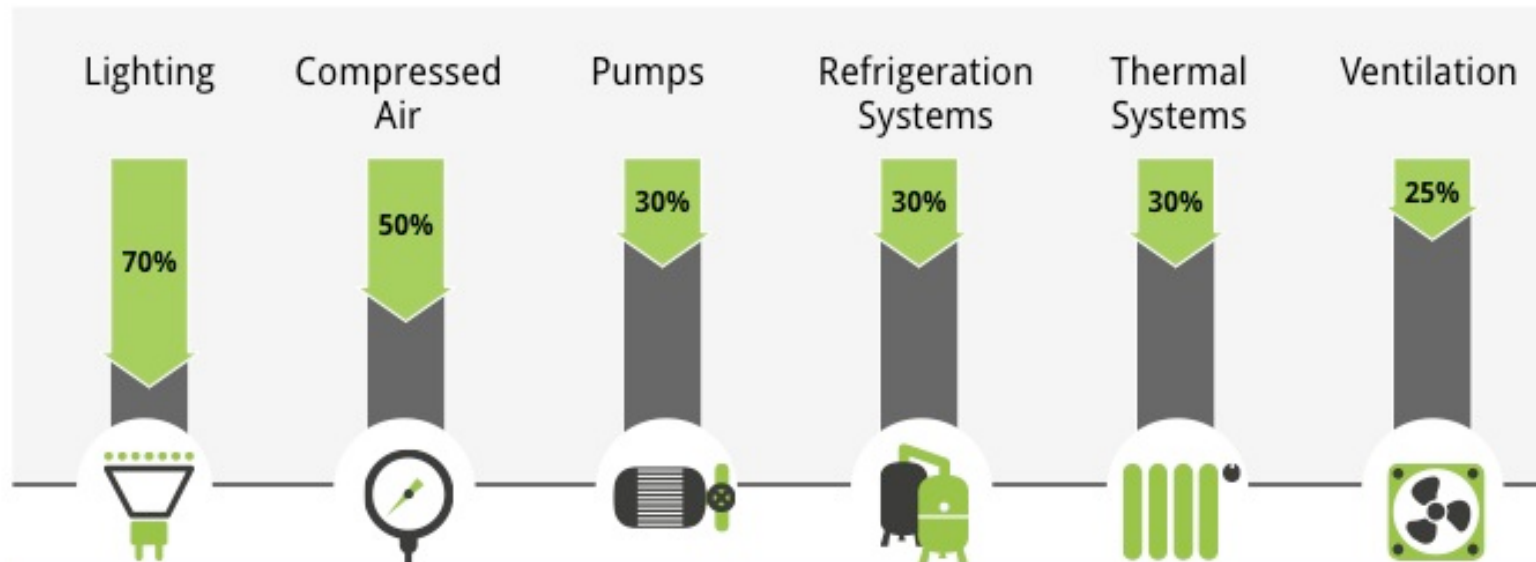
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# Energy Efficiency: Gigantic Savings



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## Conclusions:

- > 20 billion € economic savings per year in Germany
- > Cutting the global energy demand increase in half by 2035
- > Maximum global CO<sub>2</sub> emissions reached before 2020



The Coalition for  
ENERGY SAVINGS



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**Overall  
assessment of  
national plans  
to achieve  
savings**



Assessable and  
good quality  
reports, and  
most measures  
and claimed  
savings appear  
correct

Assessable  
reports, but not  
fully coherent  
and/or several  
measures and  
claimed savings  
questionable

Not assessable  
reports or poor  
quality reports  
with many  
measures and  
claimed savings  
questionable

# Hurdles: Why energy efficient projects fail



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Saving energy requires large initial investments

Available funds and cash flows are directed elsewhere



Lack of awareness on the issue

# The Solution: bettervest in a Nutshell



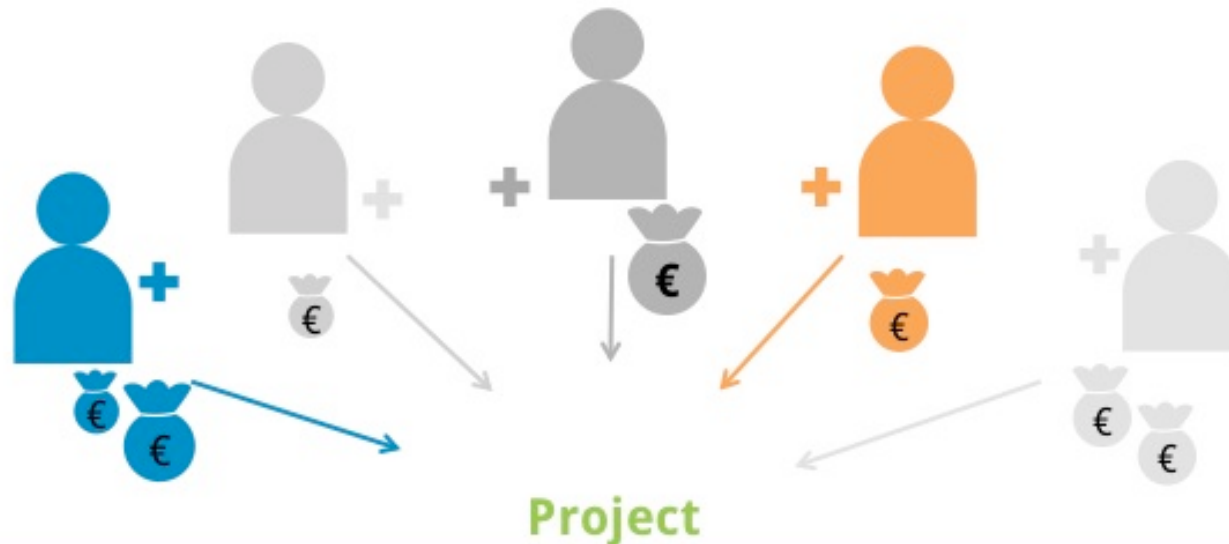
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1<sup>st</sup> crowdfunding platform for energy efficiency projects that lets the crowd participate in the savings generated by reducing energy costs



# Definition: What is Crowdfunding?

**Many** people **get involved** by making individual **small investments** in a **joint project**.

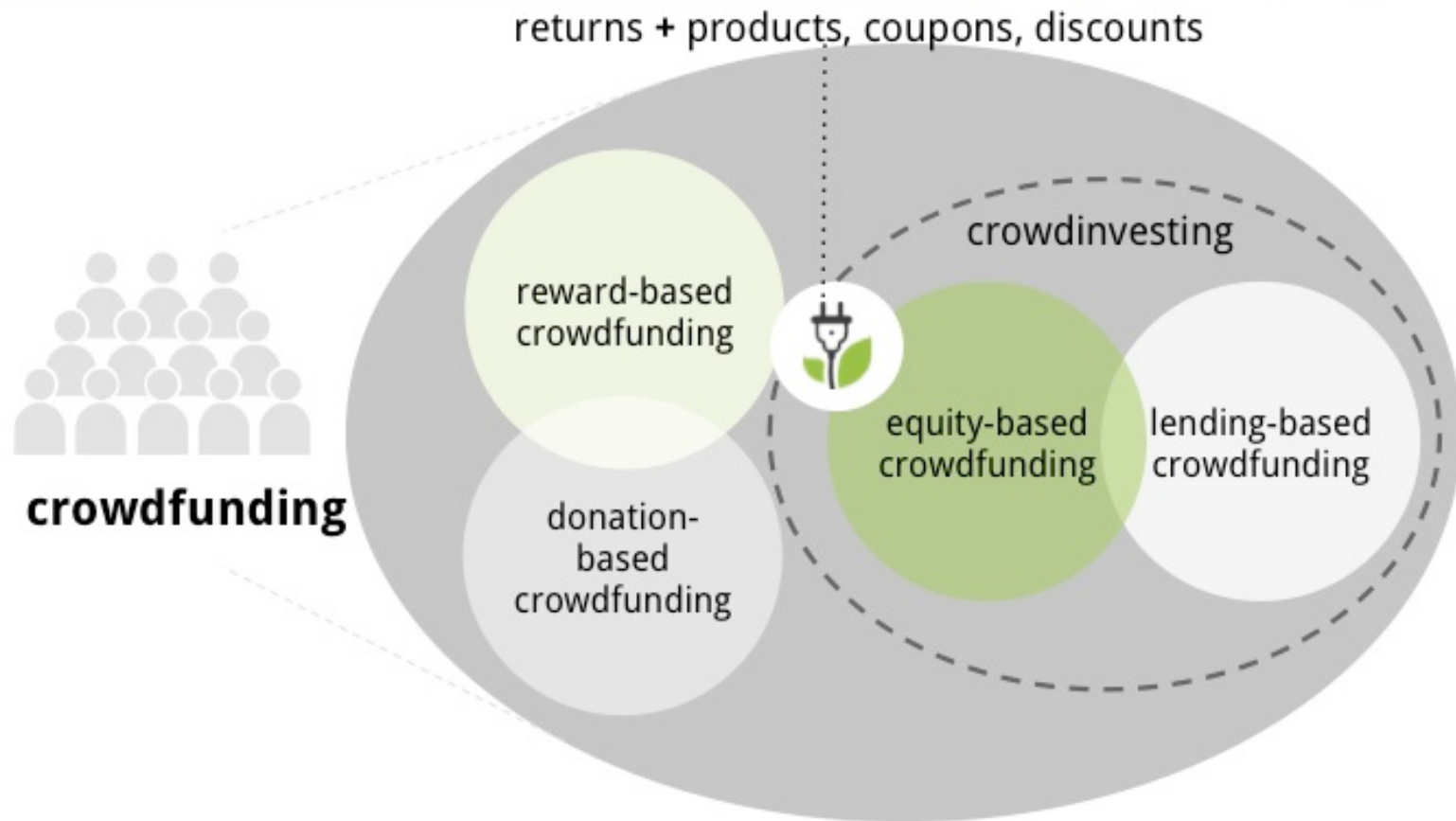


→ Estimated Global Funding Volume: 5.1 Billion US Dollars (in 2013)

# Overview: Concepts of crowdfunding



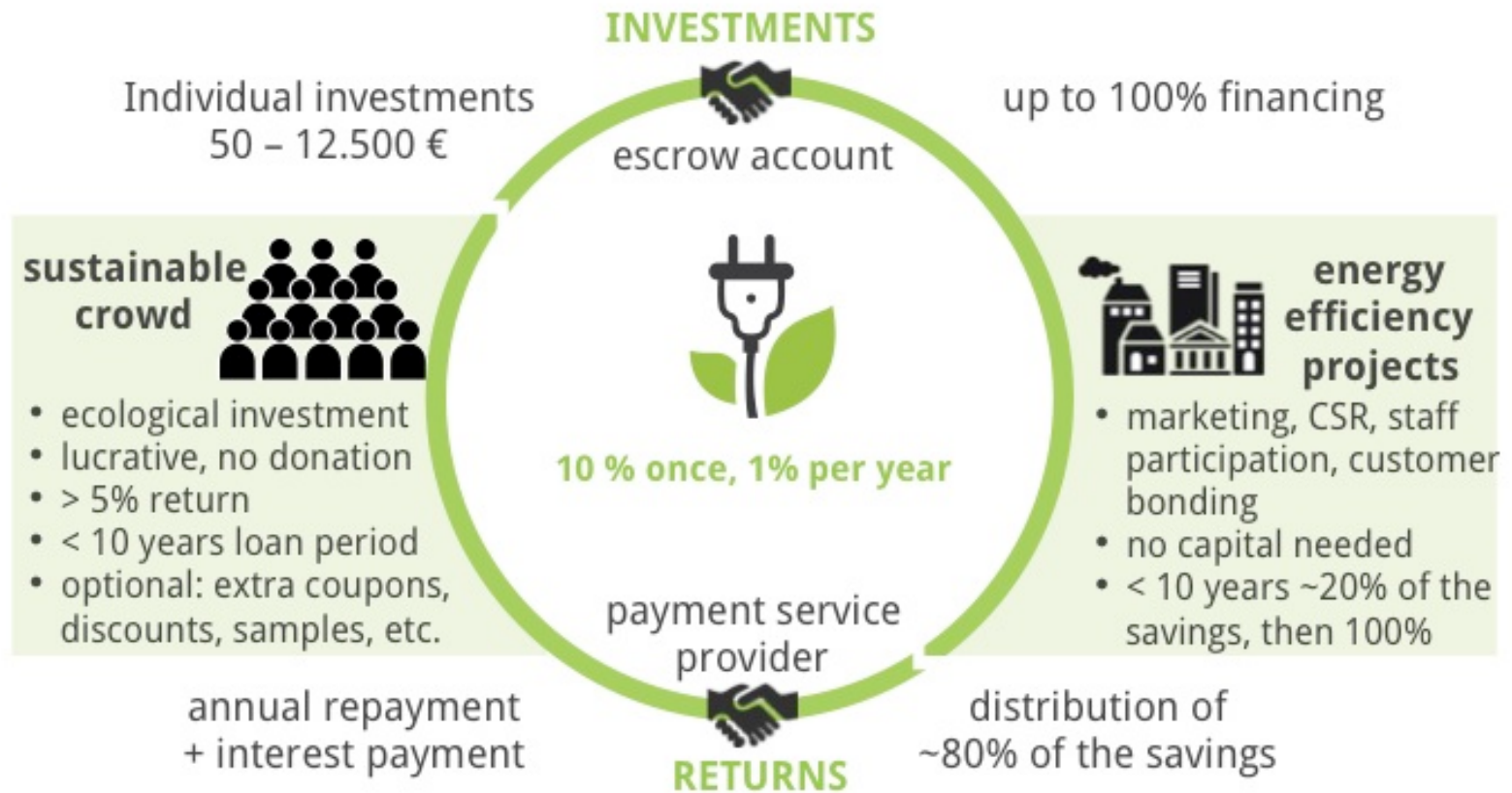
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# Overview: bettervest's business model



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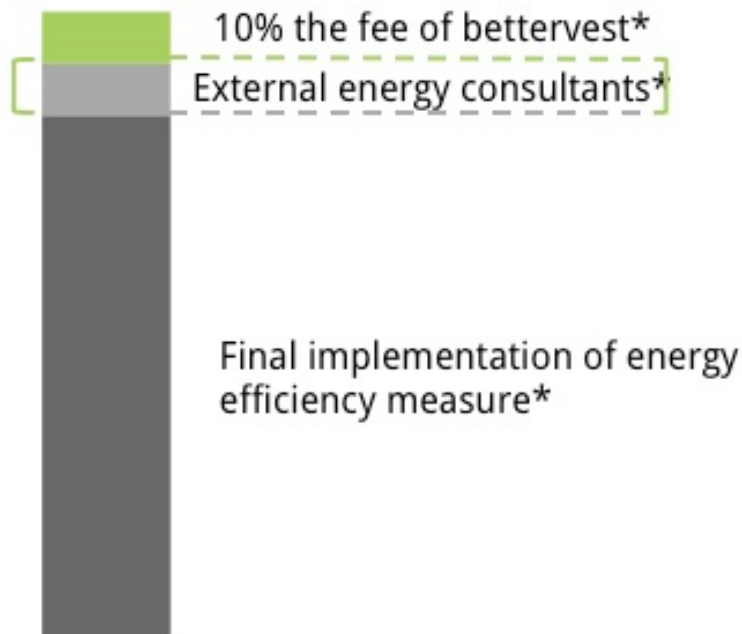


# Financing Concept: The way we do it



## What we finance:

### Funding sum

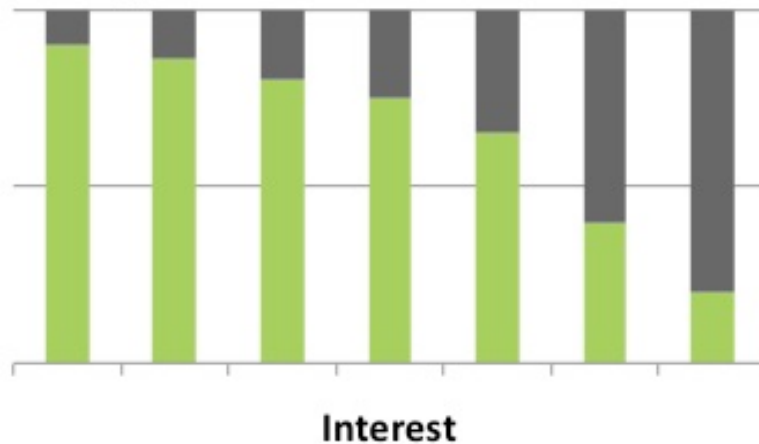


## How we finance it:

### Annuity

(Interest rate and term are calculated for specific projects)

### Annuity

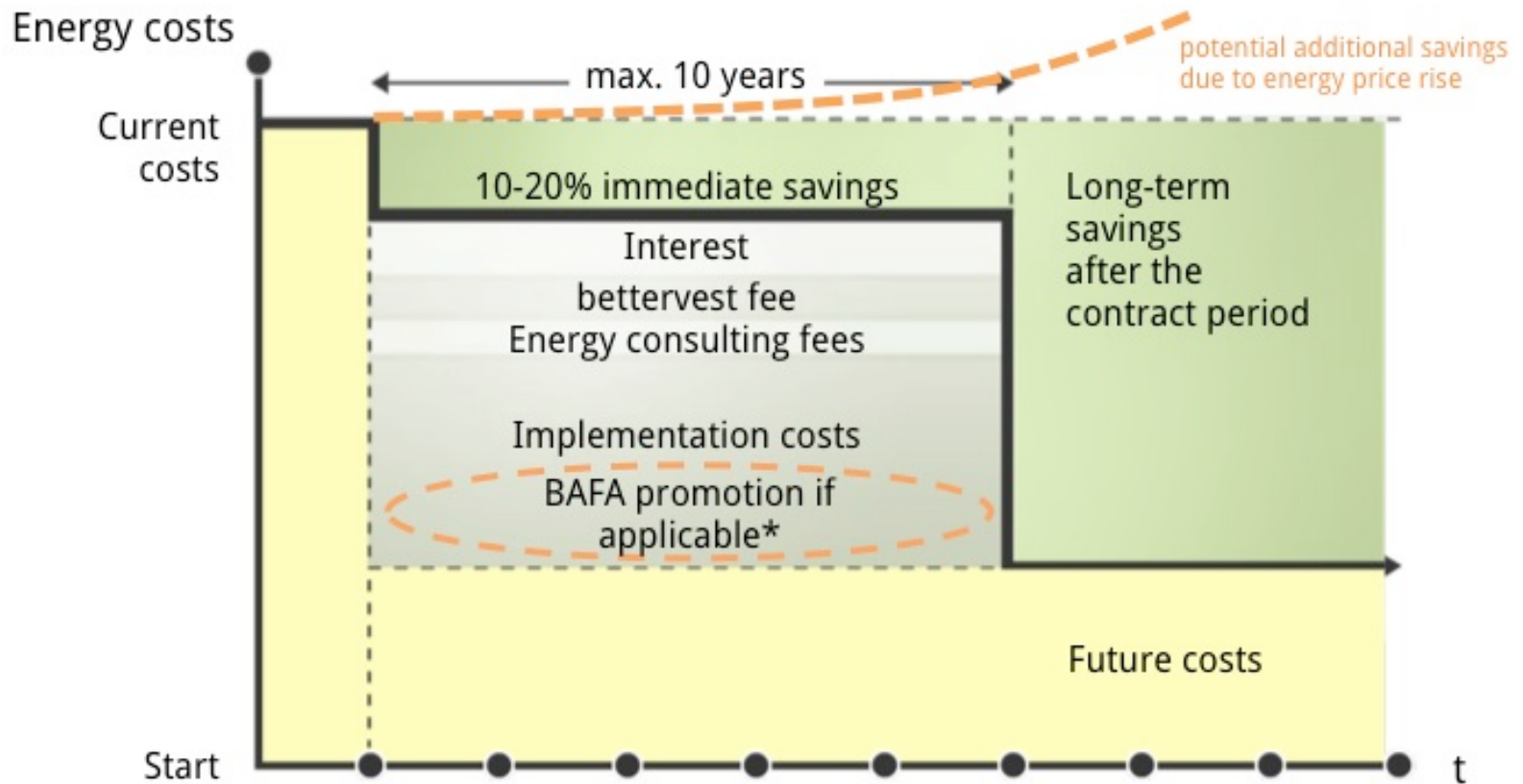


\* (without USt.)

# Overview of Time Horizon: Costs and Savings



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\* [www.bafa.de/bafa/de/energie/querschnittstechnologien/](http://www.bafa.de/bafa/de/energie/querschnittstechnologien/)

# Project Portfolio: Cumulative Savings



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- +728.900€ finanziert
- -561.030 kg CO<sub>2</sub> pro Jahr
- +798 Bürgerinvestoren
- +12.000 aktive Fans



## ENERGIEWENDE-KOMBIPROJEKT: BELEUCHTUNG UND PHOTOVOLTAIK

Druckerei Kastner & Callwey Medien GmbH



Teile dieses Projekt:  

**BENÖTIGT: 385.150 €**

**noch 15 Tage**  
385.150 € von 251 Investoren

**AUF WARTELISTE SETZEN**

[Risikohinweis](#)

### Investment-Details

|                                       |                                                                                                              |
|---------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Deine Rendite                         | 7,4 %*                                                                                                       |
| Vertragslaufzeit                      | 7 Jahre                                                                                                      |
| Jährliche CO <sub>2</sub> -Einsparung | 232,7 t                                                                                                      |
| Darlehensvertrag                      |  <a href="#">öffnen</a> |
| Bürgel                                | 2,8                                                                                                          |
| Bonitätsindex[NG]:                    |                                                                                                              |

# Crowdfunding: More than just financing



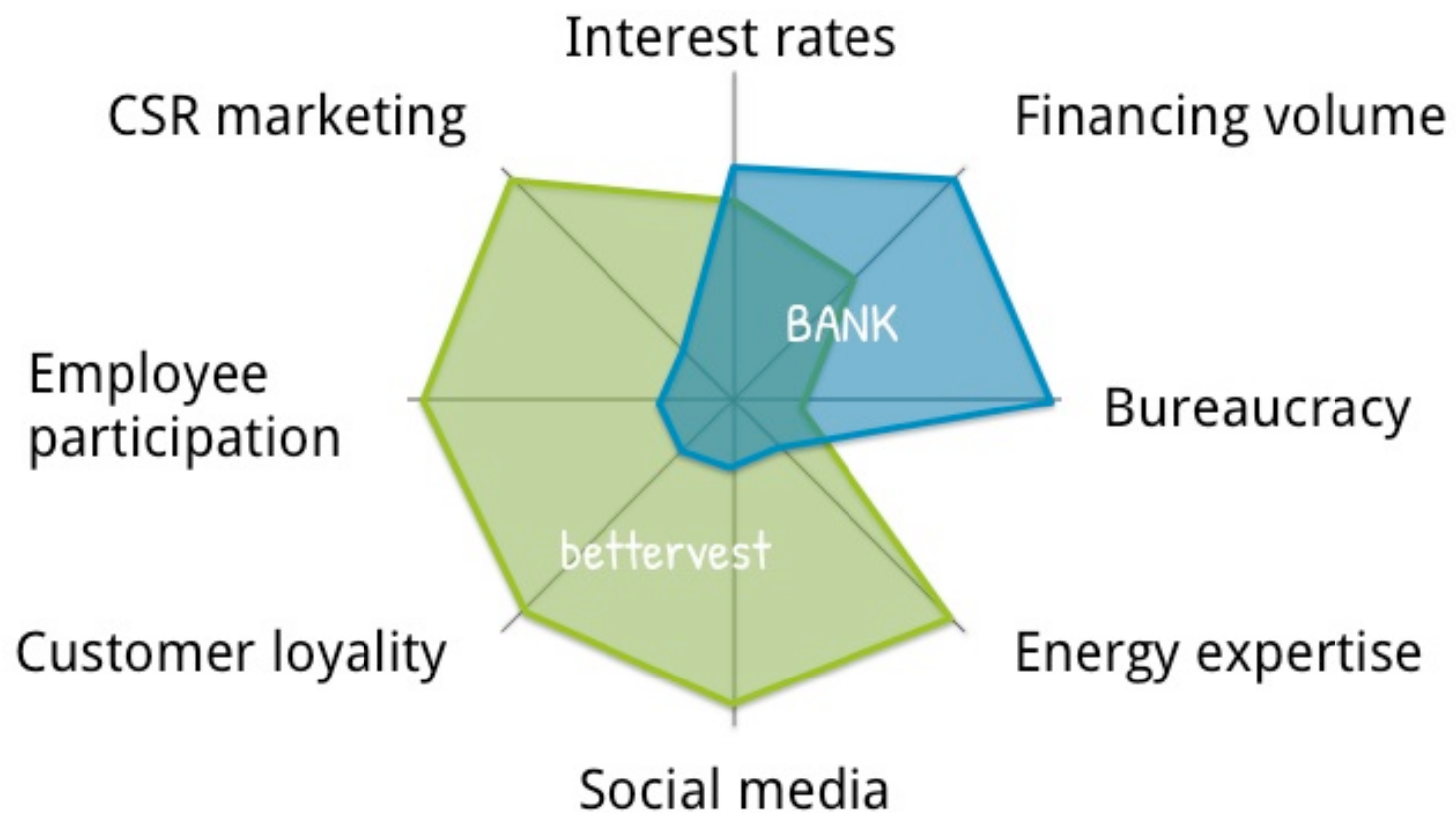
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# Incomparable?! bettervest vs. Bank



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# About us



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**Evgenij  
Terehov**  
Technology

IT Consultant  
&  
Developer

**Torsten  
Schreiber**  
Crowdfunding

Entrepreneur &  
Crowdfunding  
Specialist

**Marilyn Heib**  
Energy-  
efficiency

Engineer &  
Energy Efficiency  
Expert

**Patrick  
Mijnals**  
CEO

Foresight &  
Innovation  
Consultant

**Ingo  
Birkenfeld**  
Finance

Economist  
&  
Analyst

# bettervest & its supporters



“A concept which I strongly support: It strengthens the energy transition by the hand of citizens – with profit for all stakeholders involved”



Ernst Ulrich von Weizsäcker  
bettervest's Patron



GRÜNDERWETTBEWERB  
IKT INNOVATIV

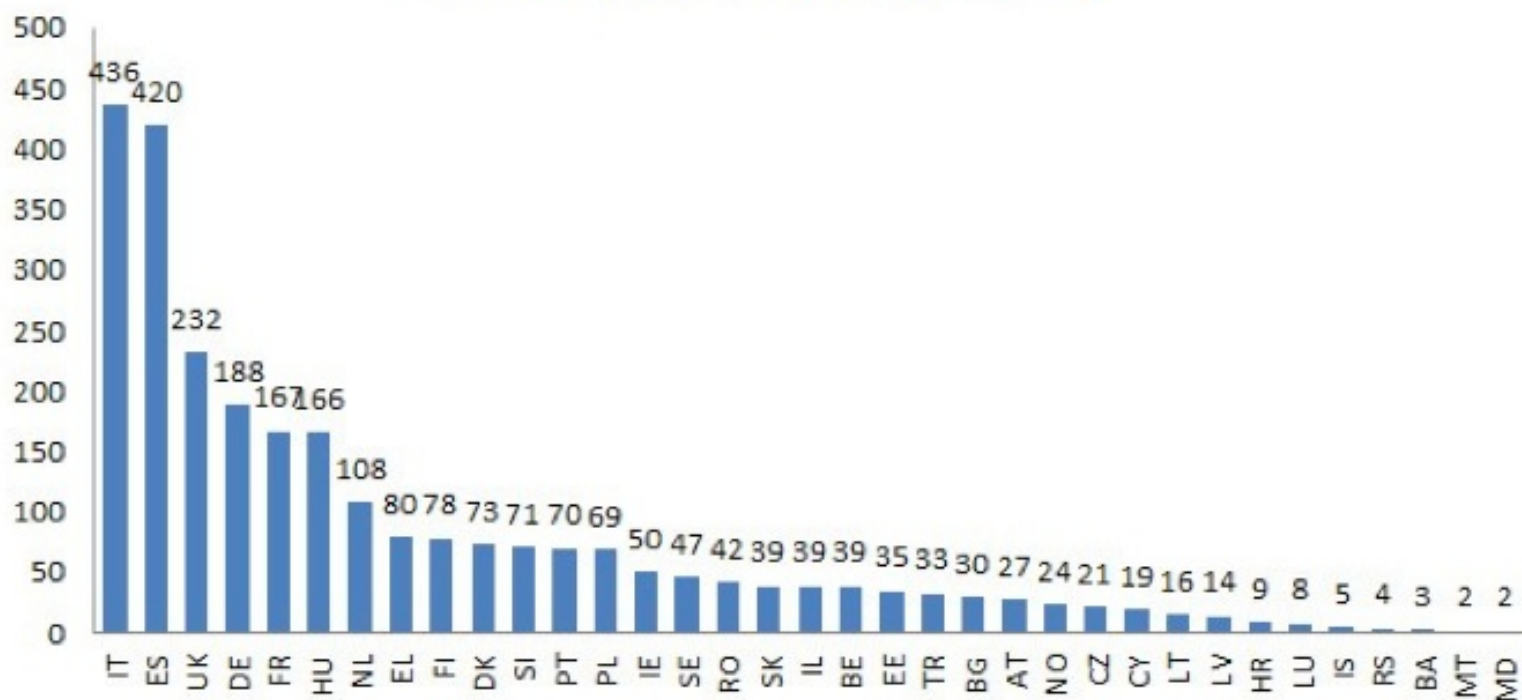


## EU-Support: Up to 2.5 Million €



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**Horizon 2020 SME Instrument - Phase 1 - June 2014**  
**Number of proposals received by country**



## Contacts: What we are looking for



Patrick Mijnals  
Founder & CEO

- Energy Efficiency Projects
- Sustainable Crowd Investors
- Partners for European Expansion
- Energy-Efficient Products & Technologies
- Experts on Energy Efficiency

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